



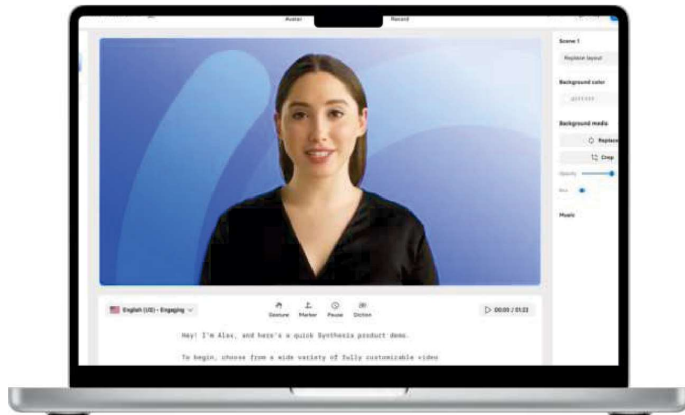
# Supercharging Sales Teams with AI-Driven Selling

Real AI for Real Results

**RealSales** is an industry-specific AI-powered Sales Accelerator solution designed to enhance sales team performance by reducing onboarding time, maximizing cross-selling opportunities and driving overall sales result.

*"We **accelerate sales teams performance** by leading them beyond traditional and costly training approach."*

# RealSales Turns Sales Teams into Top Performers



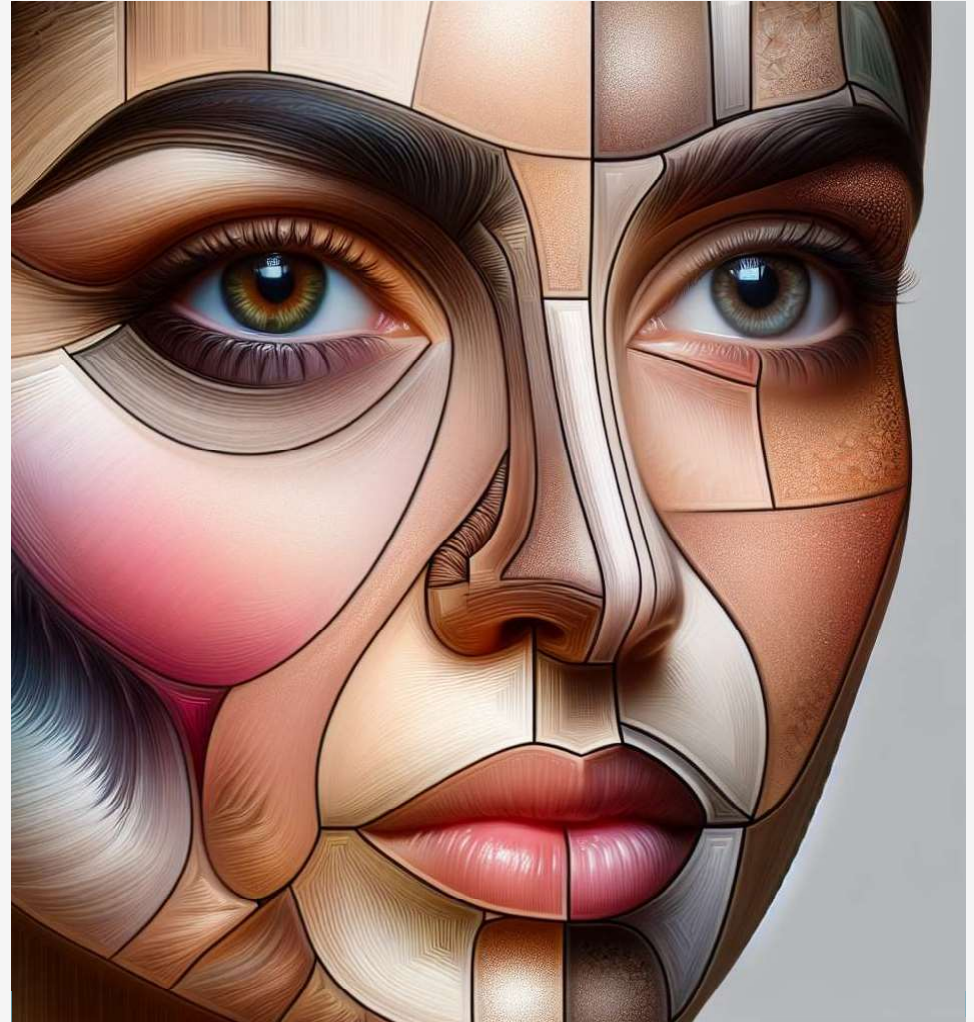
Our AI-powered interactive platform helps sales teams to **go beyond the pitch** and master the art of connection, cross-selling, and deal-closing. **Developing real sales skills in real-world scenarios.**

We **accelerate your company sales growth** by helping your reps to become productive faster, generating more opportunities per account and improving win rates .

**The outcome? More opportunities, a stronger pipeline, and higher win rates.**

# No More Generic AI – Train Smarter with Real Buyer Personas.

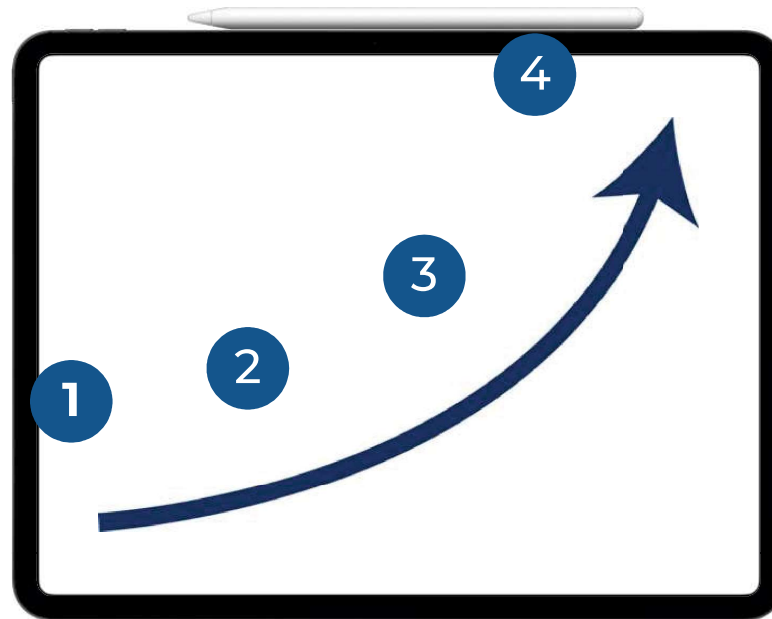
Unlike generic AI models, our platform is powered by AI personas modeled after **real industry decision-makers** — ensuring that sales reps practice and refine their skills in authentic, high-stakes scenarios.



# The Challenge: Accelerate Sales Rep development

## Maturity Steps:

- 1 New Hire
- 2 Product Selling
- 3 Cross Selling
- 4 Solution Selling



## Tools:

- 1 Onboarding
- 2 Product Tech. Training
- 3 Portfolio Train.
- 4 Sales Training

Current ramp times can cost companies up to **three times the employee's base salary**. The time needed to get a new sales hire up and running can account for up to **5% in annual revenue losses**. (source).

# Common problems in Sales impacting performance



## **Transactional selling instead of Solution Selling**

Pushing products rather than solving problems. Poor cross-selling.



## **Lack of Understanding of real customer pain points**

Failing to ask the right questions and identify customer needs.



## **Failure to connect the right product to the right need.**

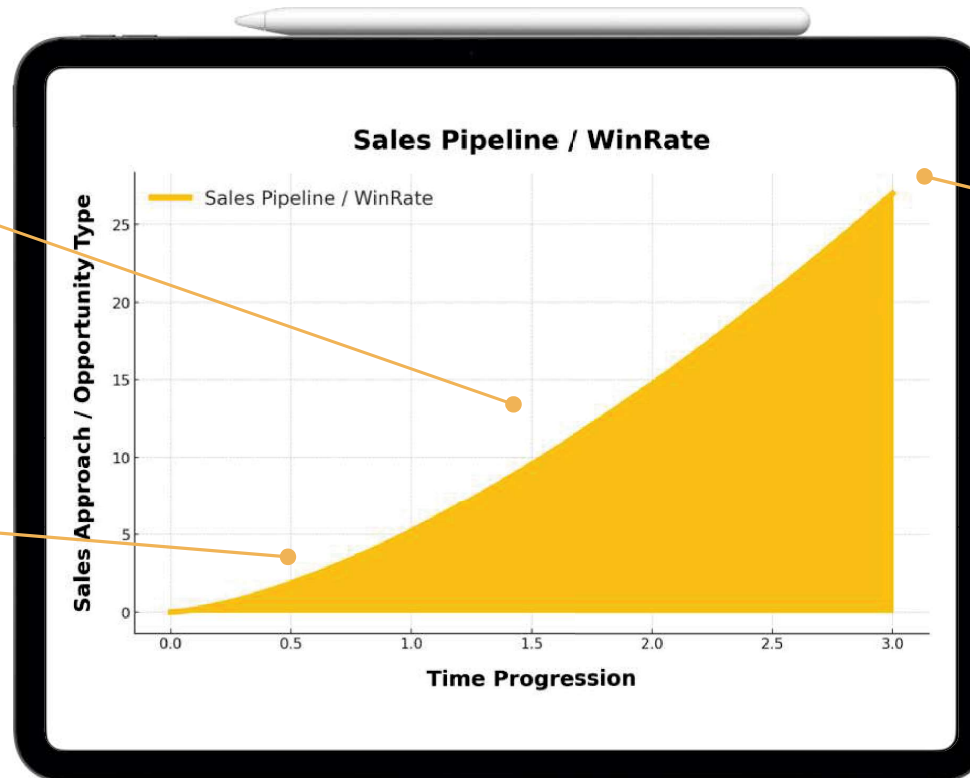
Inability of Navigating complex portfolio and propose appropriate product.

**Traditional sales training doesn't prepare reps to identify and solve problems but rather pushing a specific product.**

# It takes too long to see results

Missed opportunities due to poor discovery skills, limited knowledge of company offering and inability to identify cross-selling opportunities

Slow onboarding and performance ramp-up for new reps - limited contribution while learning on the job

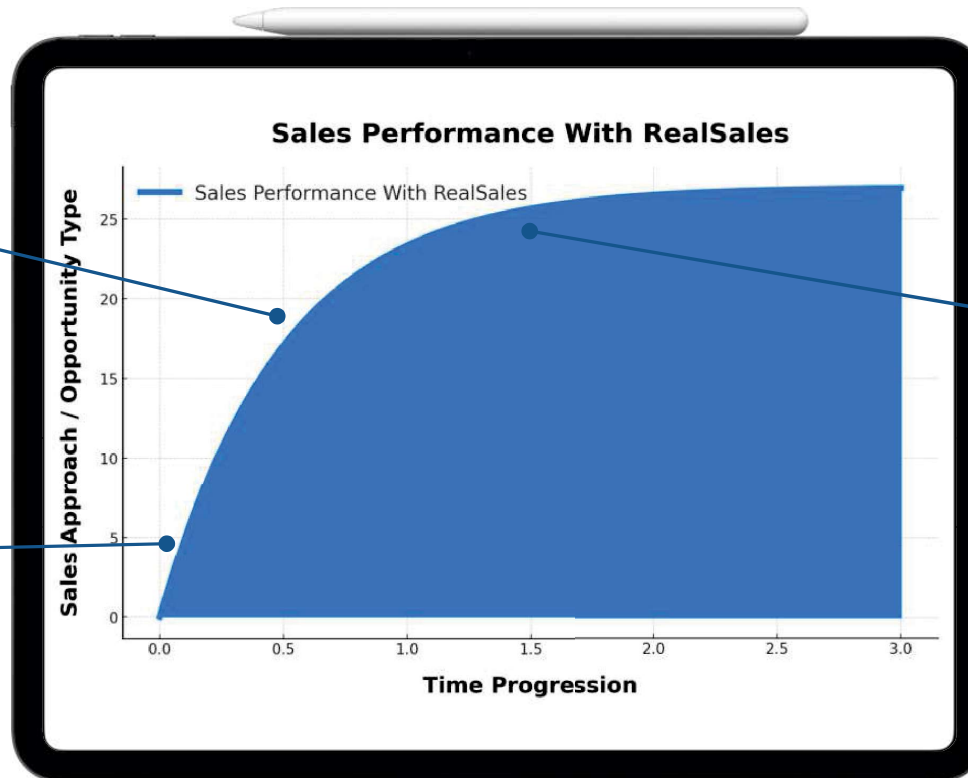


Long time to performance and to transition from product selling to solution selling.

# Impact of RealSales on your Sales Team

Maximize cross-selling opportunities  
uncovering multiple needs per customer

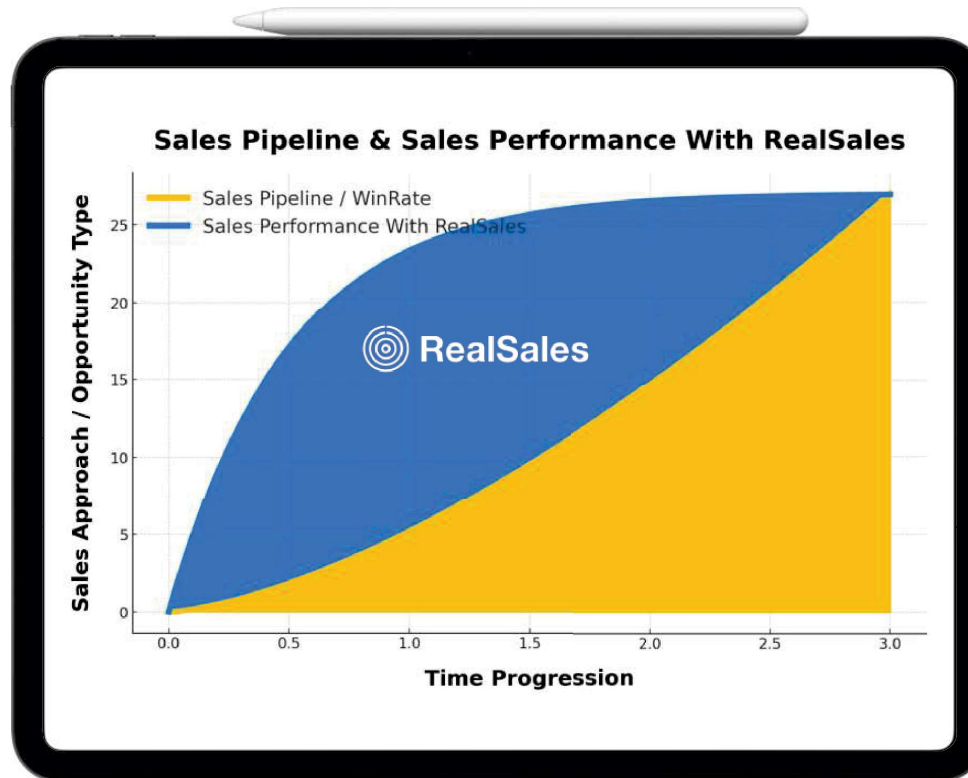
Faster onboarding and better understanding of company portfolio



Faster transition to solution selling.  
Bigger pipeline, higher win rate.



# The RealSales Advantage



# Our AI Sales Accelerator Solution

## Immersive Sales Practice

Video avatars that create real-time, immersive sales scenarios for reps to turn training into real-world practice

## Real AI-driven buyer personas

AI-powered buyer personas **built from real industry** experts that mimic real customer interactions, allowing sales reps to practice their pitch and handle objections.

## AI Sales Coaching

AI-powered coaches that provide guidance to sales reps on handling objections, closing deals, and optimizing their sales strategies. Learn to adapt and respond like a top-performing sales rep.

## Performance Tracking

Instant feedback and analytics that help sales reps track their progress, identify areas for improvement, and continuously enhance their sales skills.

**Train Smarter, Close Faster**

# The importance of effective onboarding

- 1 | With an **average cost of \$9,589** and a duration of 38 days, onboarding represents a significant investment for sales orgs.

The average ROI of sales training is an impressive 353% . Despite this, the average annual spend on sales training per employee remains relatively low at \$2,000

- 2 | Sales training is a critical differentiator, with **70% of salespeople lacking formal training.**

The alarming statistic that approximately 70% of salespeople lack formal training underscores a critical gap in sales development .

- 3 | **High turnover in sales is often due to poor training or onboarding.**

47% of Sales Reps have left a sales job due to a lack of training or a poor onboarding experience . Companies that prioritize training are 57% more effective than their competitors

- 4 | Continuous and customized training programs are essential for maintaining a competitive edge and attracting top talent.

Continuous training leads to a 50% increase in net sales per employee, highlighting the direct link between ongoing learning and sales outcomes

LINK TO DATA [SOURCE](#)

# Competitors landscape



## Second Nature AI

AI-powered sales role-play for improving conversations.

### Key Weakness

Generic AI personas not built on **real industry data**; primarily focused on tech and SaaS sales.



## PitchMonster AI

AI-driven pitch practice with real-time feedback.

### Key Weakness

Lacks **real customer persona modeling** and does not tailor interactions to specific industries like food and beverage.



## Luster AI

Sales training platform using AI to assess sales skills

### Key Weakness

Does not **simulate real customer interactions**—focuses more on structured assessments rather than dynamic selling scenarios.



## Quantified AI

AI-driven coaching platform for sales reps to improve their pitch and communication skills.

### Key Weakness

Focuses on **coaching presentation delivery** rather than helping reps **identify needs, cross-sell, or close deals**.

# How we differentiate



## Industry-Specific AI Personas

Competitors use generic AI role-play; we **train our AI personas on real buyer behavior from specific industry**



## Focus on Cross-Selling & Upselling

Most tools train on basic sales interactions, but **RealSales actively helps sales reps navigate complex portfolios and maximize deal size**



## Real-World Prospecting, Not Just Coaching

Competitors focus on refining a sales script; **we simulate real prospecting, sales, and closing conversations** based on industry data



## AI-Adaptive Learning for Each Rep

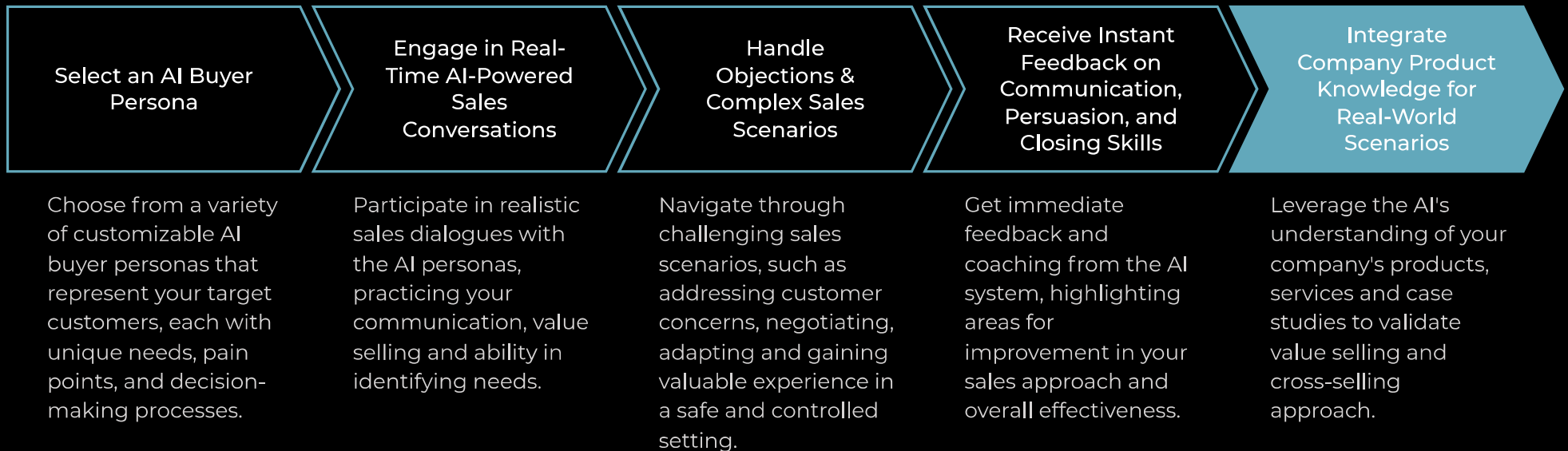
Our platform adjusts **based on the sales rep's skills and weaknesses**, ensuring continuous development tailored to real-world customer objections.



## More Than Training – A Revenue Acceleration Tool

While competitors emphasize “training,” **we accelerate sales maturity**—helping companies onboard reps faster, increase opportunity identification, and improve closing rates.

# How It Works



# Why Sales Leaders Love It

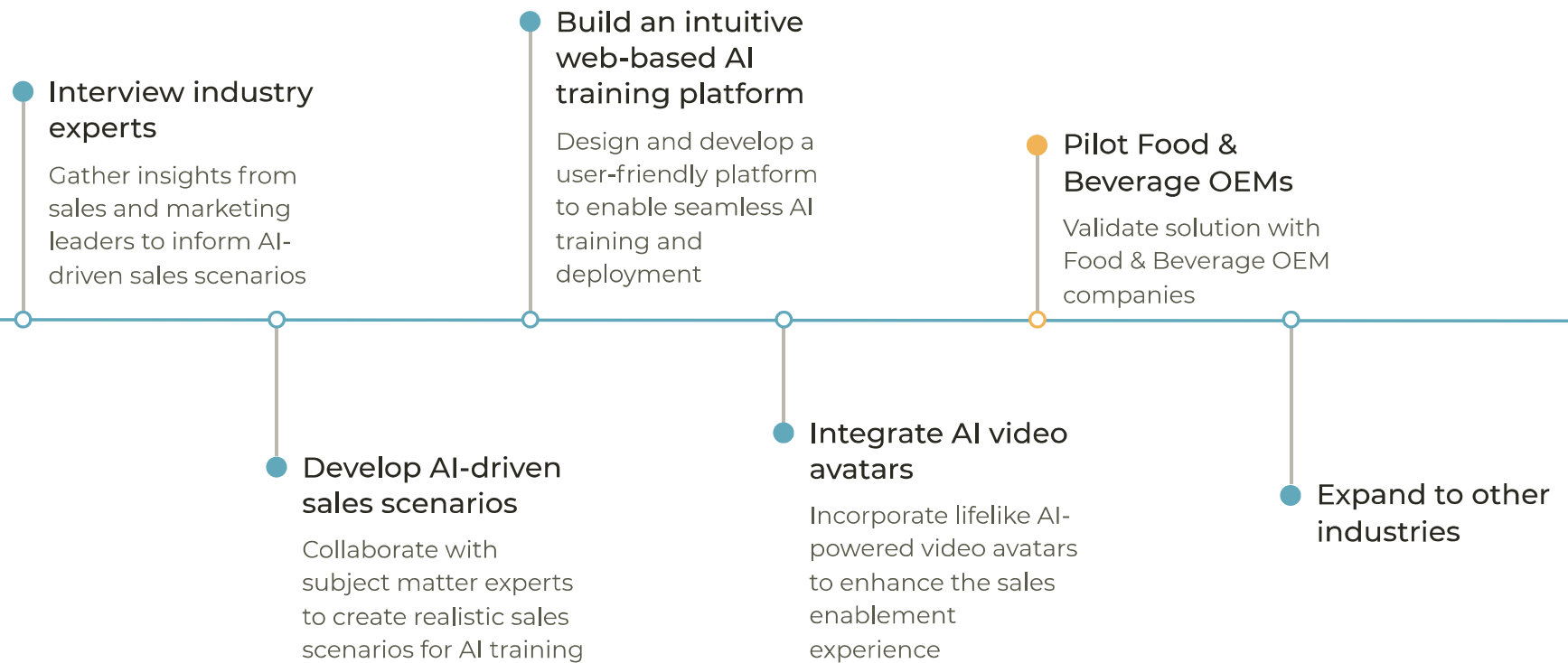
**Build Sales Confidence** – practicing in a **realistic, pressure-free** environment.

Generate **More Opportunities & Bigger Sales Pipeline**  
uncovering real needs

**Win** More Deals

Scalable & **Cost-Effective** AI Training - No expensive consultants, just an AI-powered tool that **learns and adapts** to your team.

# Roadmap to Launch – What's Next?





# Food & Beverage Manufacturing - Case Study



## **Plant Manager**

Simulate real industry challenges—selling automation, consumables, or equipment.



## **Engineers**

Overcome industry-specific objections and improve negotiation skills.



## **Maintenance Leader**

Shift from transactional selling to solution-based selling.

**Industry-Specific AI Personas build on Real Customers**

# Beyond Sales Training – AI for Business Intelligence

## Test & Validate Value Propositions

Utilize your AI personas to test and validate the effectiveness of your value propositions before launching a new product

## Optimize Product-Market Fit

Leverage your AI personas to identify the optimal product features, pricing, and positioning to ensure a strong product-market fit.

## Conduct Market Simulation

Use your AI personas to simulate how different customer types would respond to your products or services. Anticipate competitor actions, and inform your strategic decision-making.

## Accelerate Innovation

Accelerate your innovation process by using AI personas to rapidly evaluate and refine new product ideas. Gain valuable customer feedback early in the development cycle to reduce risk and increase the chances of success.

**Turn AI personas into a business intelligence tool that shapes your next big product launch.**

# Business Model – Scalable & Profitable

Pricing Model	Benefit
SaaS Subscription	Offers flexible and scalable pricing options for businesses of all sizes, with the ability to easily adjust costs based on usage and needs.
Enterprise Licensing	Provides a cost-effective solution for large organizations with complex requirements, allowing them to negotiate custom licensing agreements and access enterprise-level features.
Custom AI Persona Development	Enables businesses to create unique and tailored AI-powered personas that can be integrated into their products or services, enhancing the user experience and brand identity.

\*Data gathered from industry research and internal product analysis.